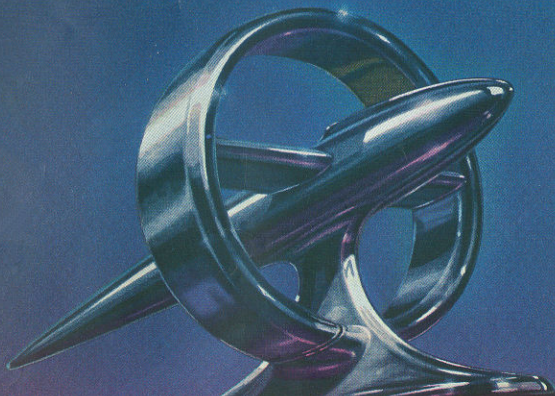


BUICK *takes the bows for '48*



the Roadmaster—

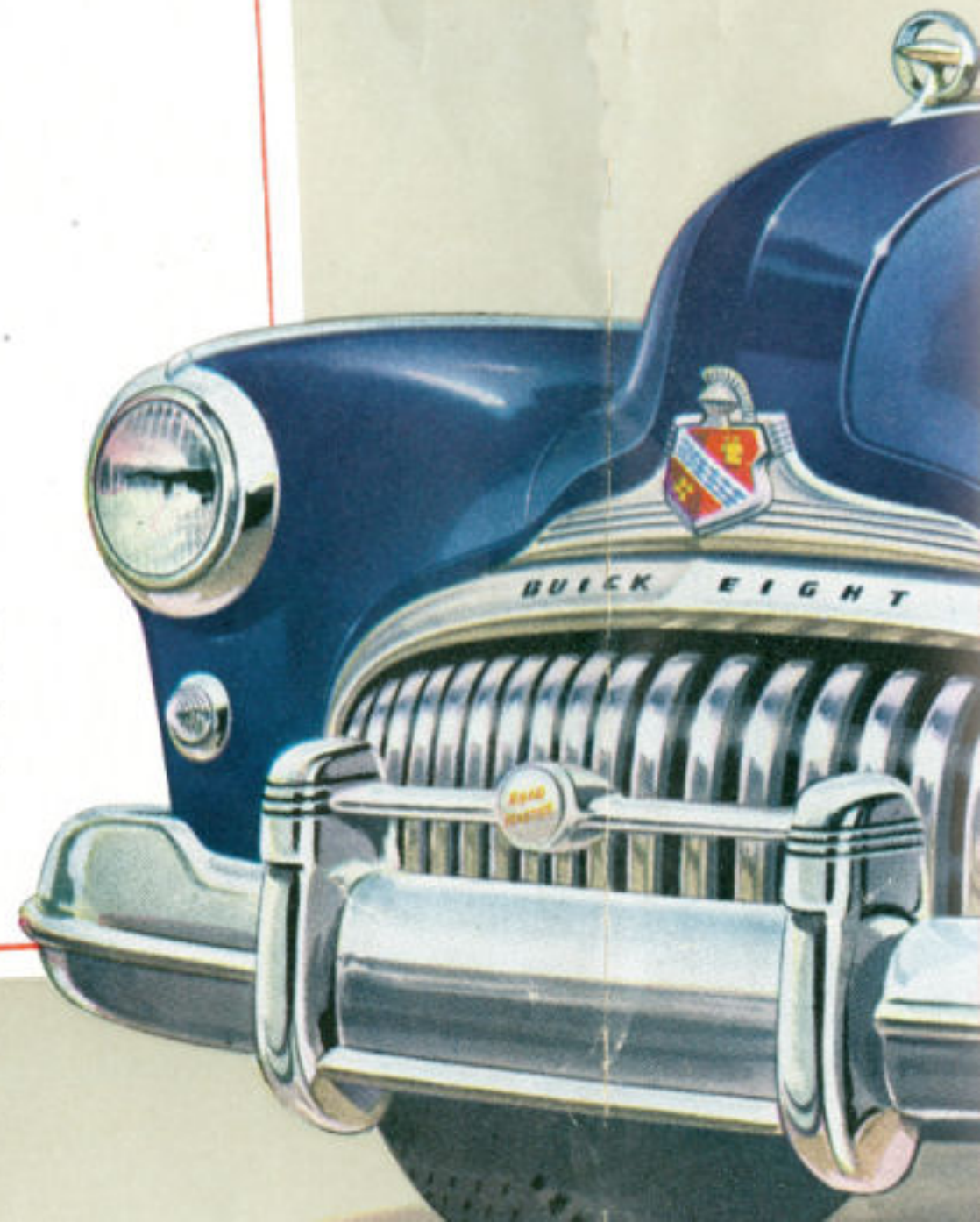
Buick's Masterwork

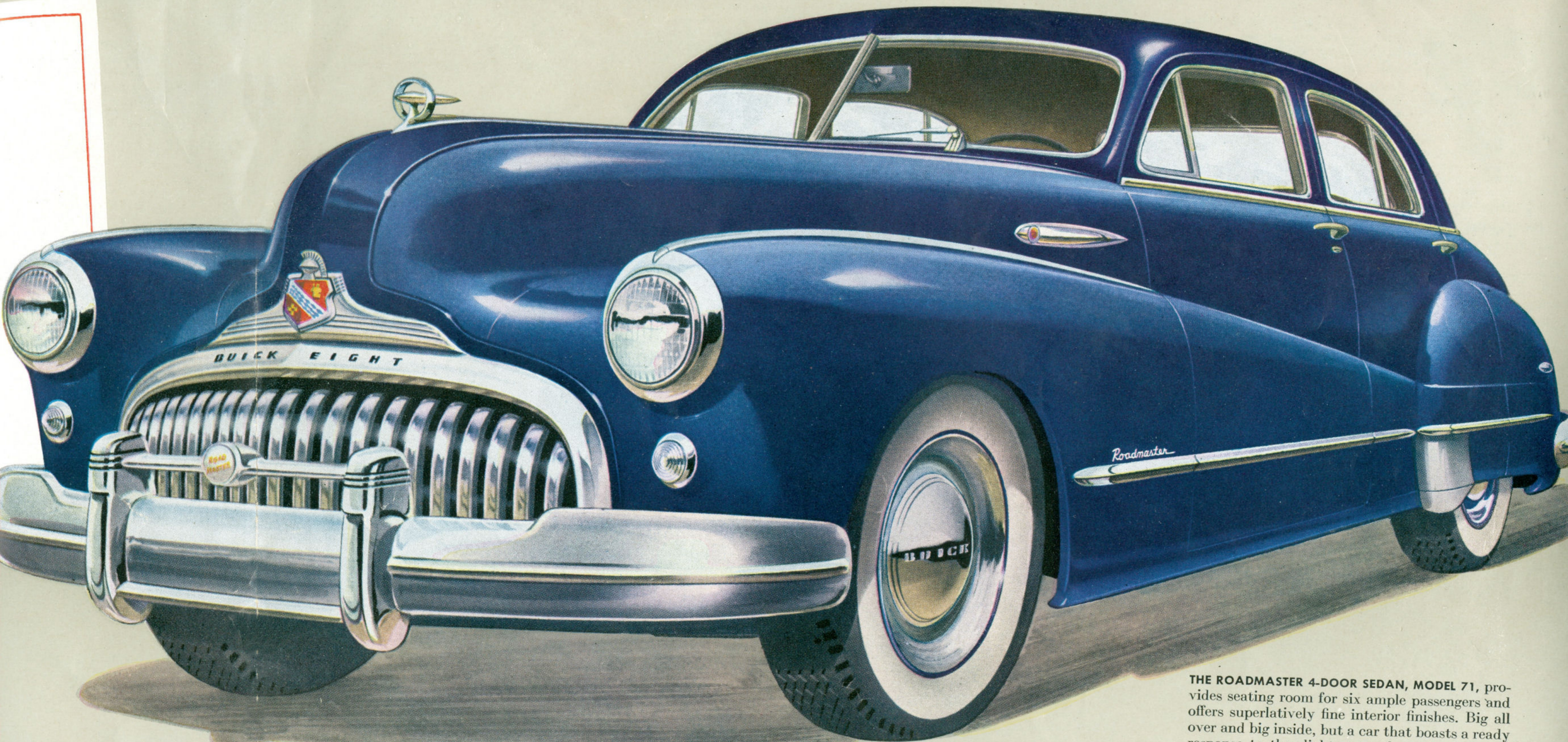
When you meet this gorgeous Buick you meet the master of every road, the biggest, ablest and finest of all Buicks. You meet a car that stretches a lordly eighteen feet, that is top quality in every detail of construction and appointment, that is a smooth and steady traveler taking nobody's dust on any highway.

Tipping the beam at nearly 4400 pounds, the ROADMASTER puts 144 lively Fireball horsepower

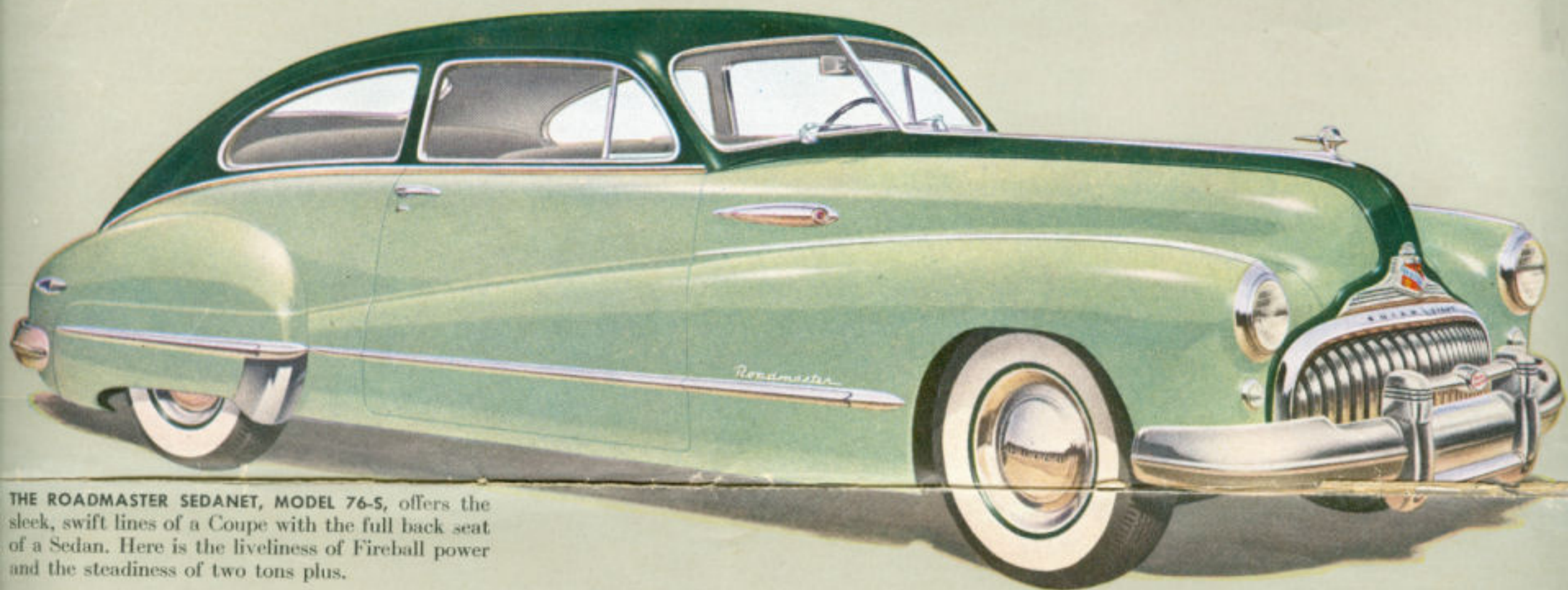
under your treadle foot in all standard transmission models. In those equipped with Dynaflo Drive—which is available on this series only—this is stepped up to 150 horsepower. And on the road, that spells performance in unmatched terms.

You have your choice of two interiors—the standard, which is exceptionally fine, and a very special custom trim which is optional equipment. Four body types are included in the series, as shown here.

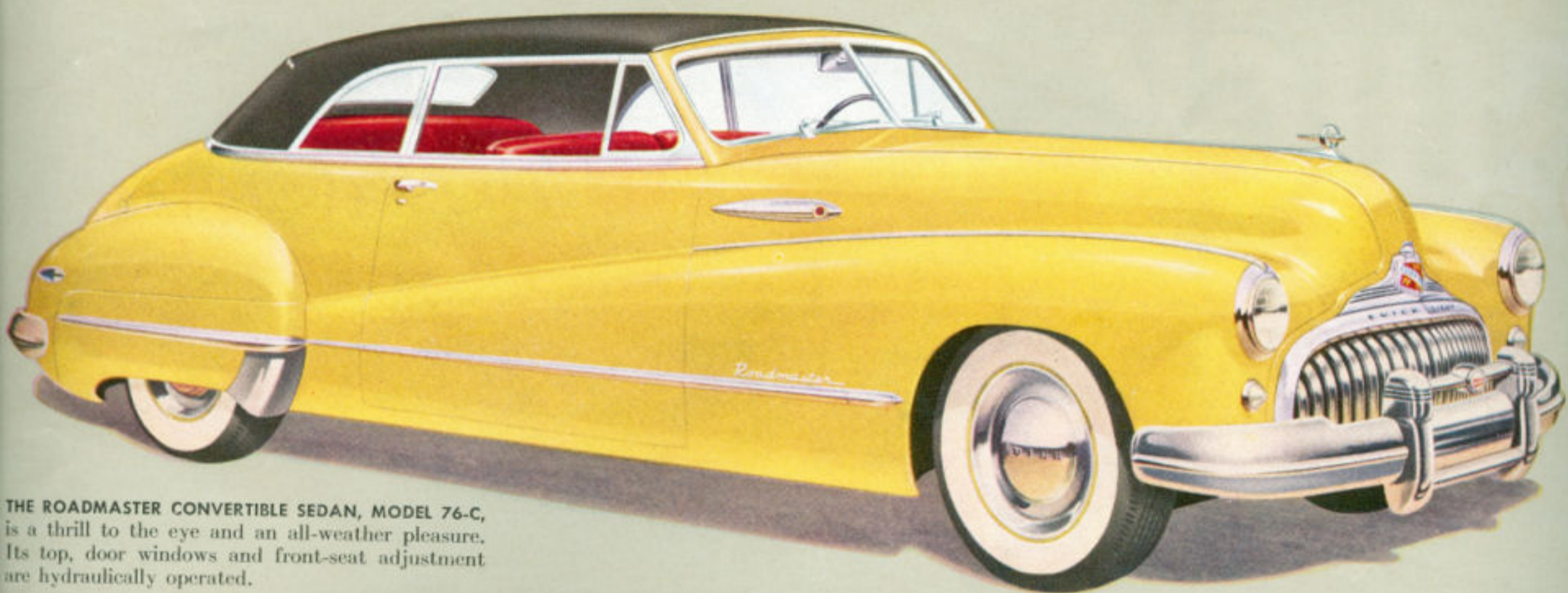




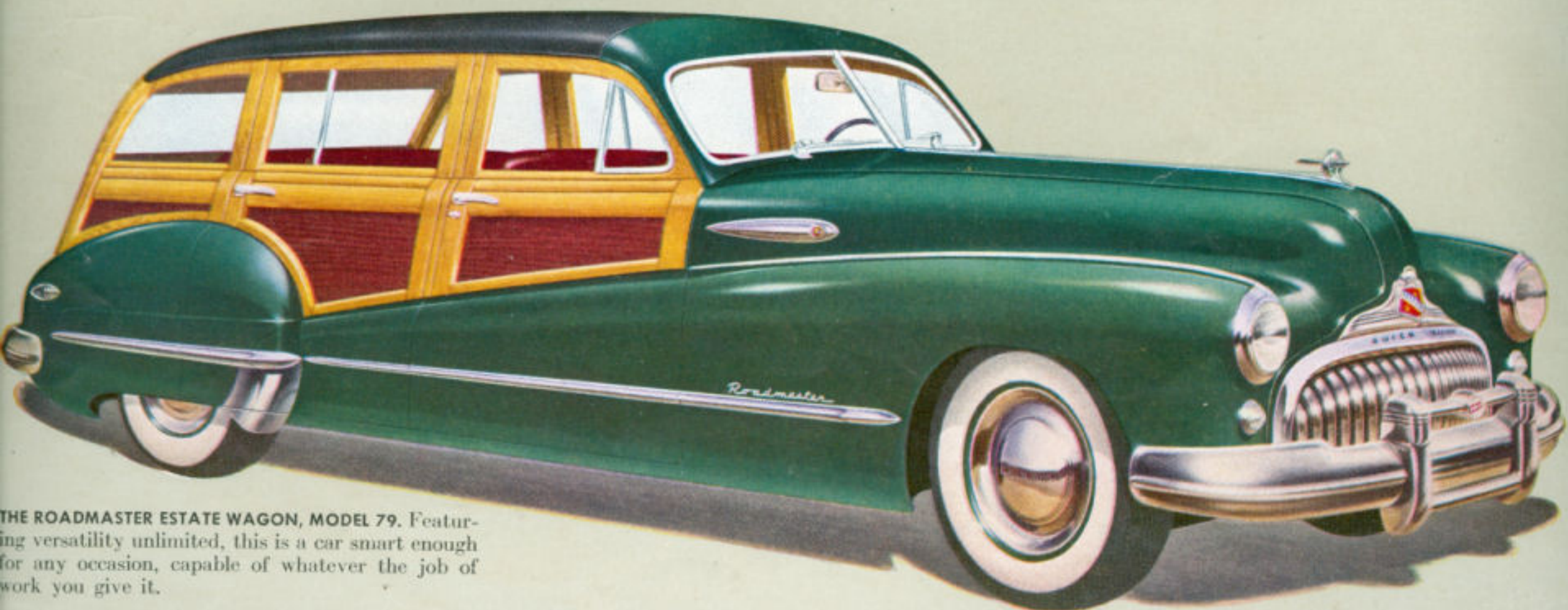
THE ROADMASTER 4-DOOR SEDAN, MODEL 71, provides seating room for six ample passengers and offers superlatively fine interior finishes. Big all over and big inside, but a car that boasts a ready response to the slightest touch on the controls.



THE ROADMASTER SEDANET, MODEL 76-5, offers the sleek, swift lines of a Coupe with the full back seat of a Sedan. Here is the liveliness of Fireball power and the steadiness of two tons plus.



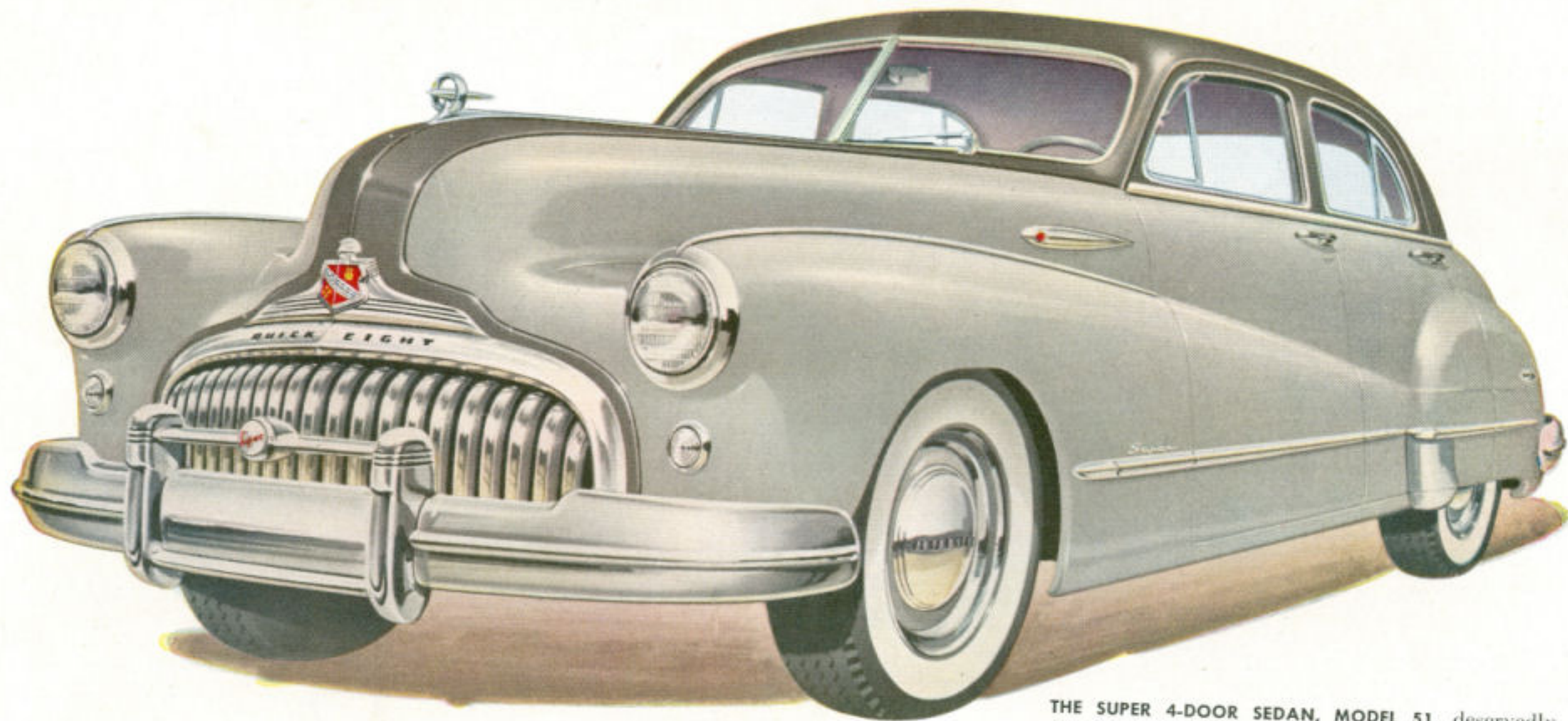
THE ROADMASTER CONVERTIBLE SEDAN, MODEL 76-C, is a thrill to the eye and an all-weather pleasure. Its top, door windows and front-seat adjustment are hydraulically operated.



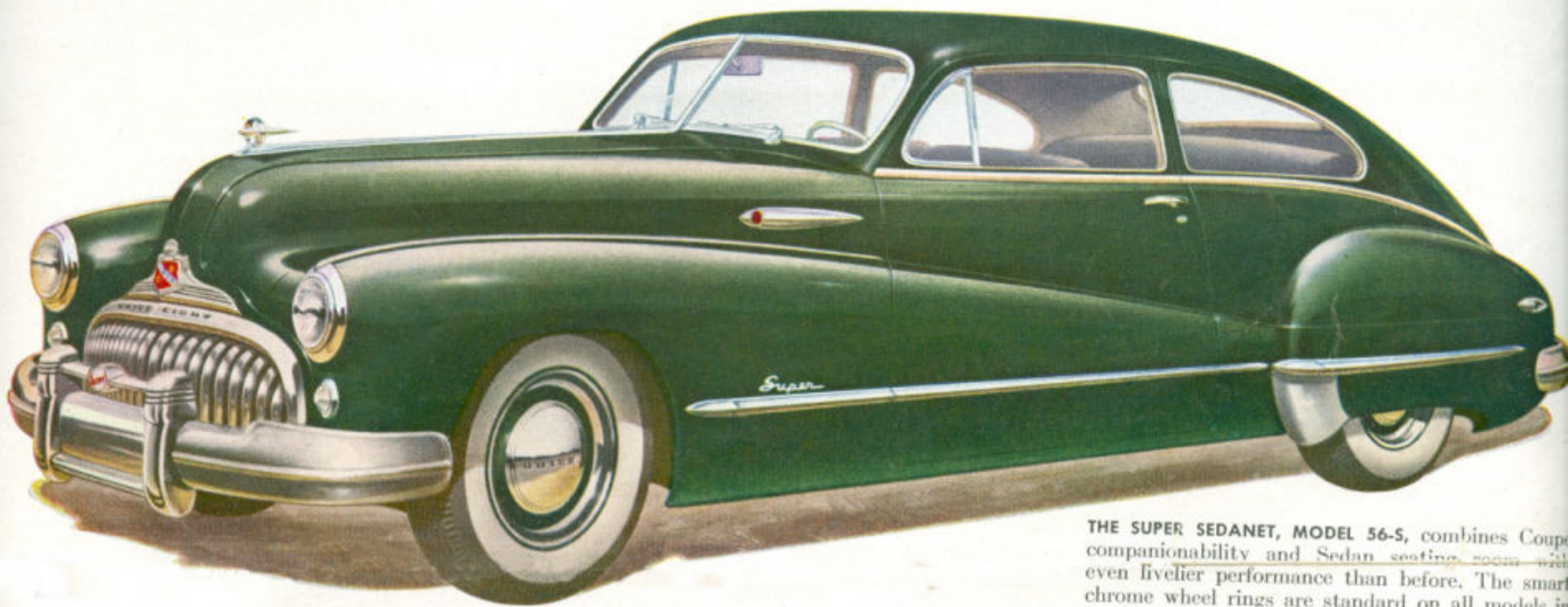
THE ROADMASTER ESTATE WAGON, MODEL 79. Featuring versatility unlimited, this is a car smart enough for any occasion, capable of whatever the job of work you give it.

it's the Super — **in all ways**

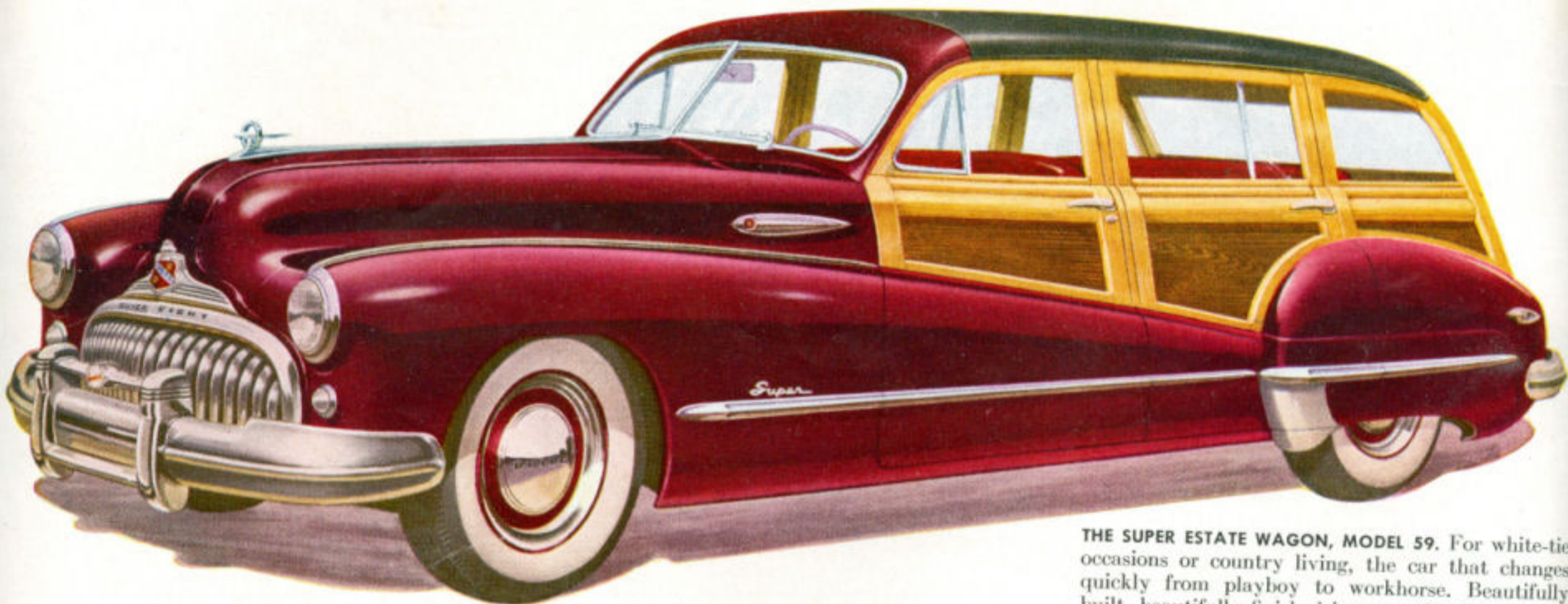
It's long, it's low, it's lithe and lean. It's the superb SUPER stepped up to 115 lively horsepower, dressed up to be smart in any crowd. Handsome outside, handsome inside—and a winner, hands down, wherever the young in heart meet. In four models for every purpose.



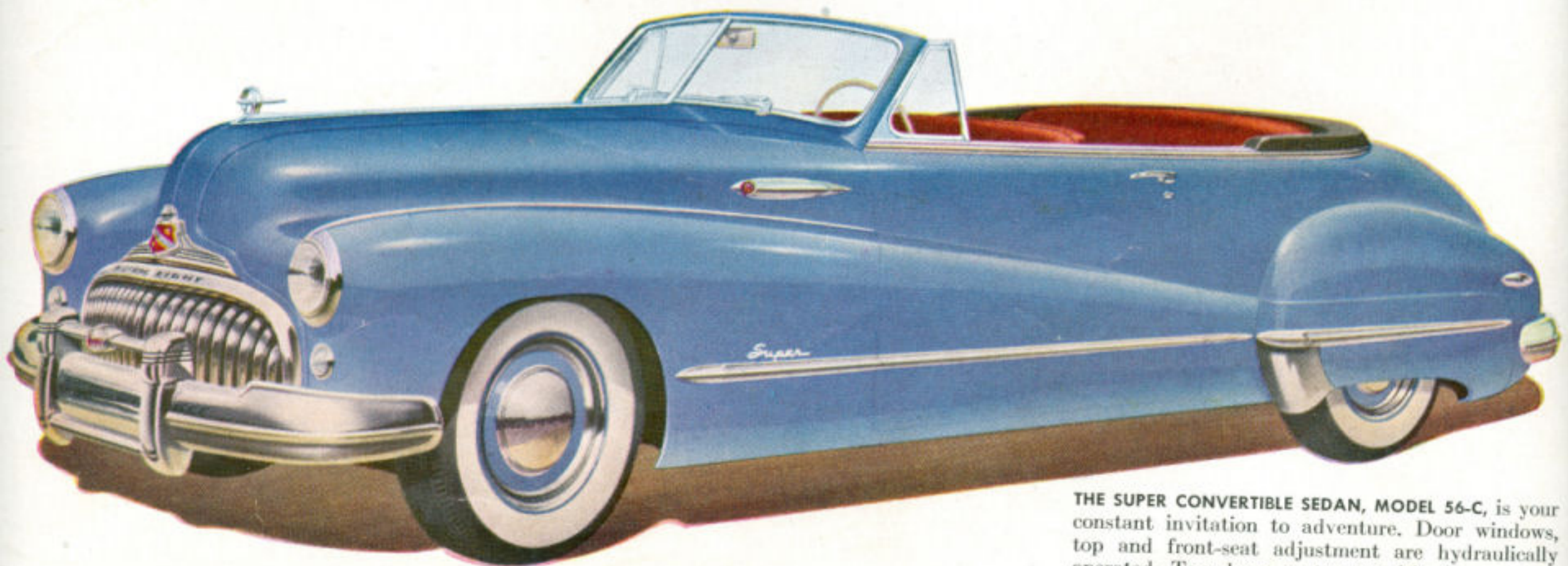
THE SUPER 4-DOOR SEDAN, MODEL 51, deservedly stands as one of the most popular models of the Buick line. Seating six in complete comfort, it has legroom and headroom to spare, front or back.



THE SUPER SEDANET, MODEL 56-S, combines Coupe companionability and Sedan seating room with even livelier performance than before. The smart chrome wheel rings are standard on all models in the Super series.



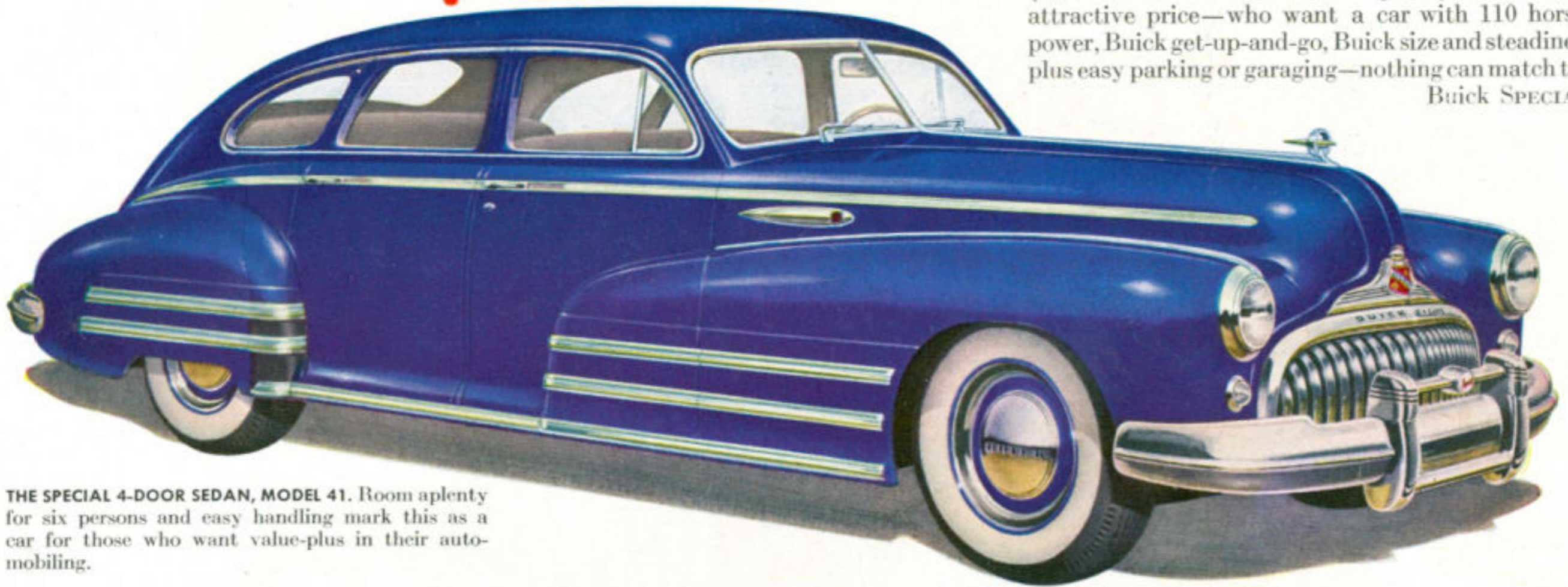
THE SUPER ESTATE WAGON, MODEL 59. For white-tie occasions or country living, the car that changes quickly from playboy to workhorse. Beautifully built, beautifully finished in every detail.



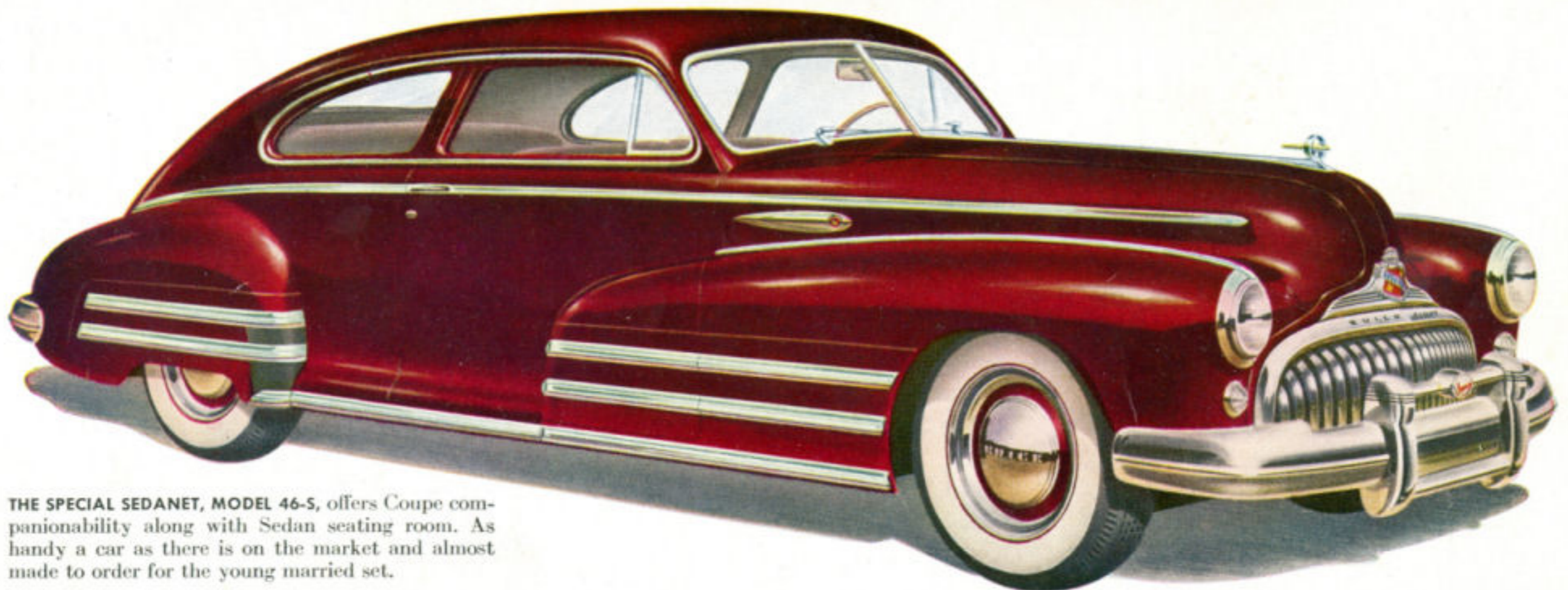
THE SUPER CONVERTIBLE SEDAN, MODEL 56-C, is your constant invitation to adventure. Door windows, top and front-seat adjustment are hydraulically operated. Top down or top up, it's the smartest thing on wheels.

the Special — **Extra Special in Value**

For those who want Buick quality at a most attractive price—who want a car with 110 horsepower, Buick get-up-and-go, Buick size and steadiness plus easy parking or garaging—nothing can match the Buick SPECIAL.

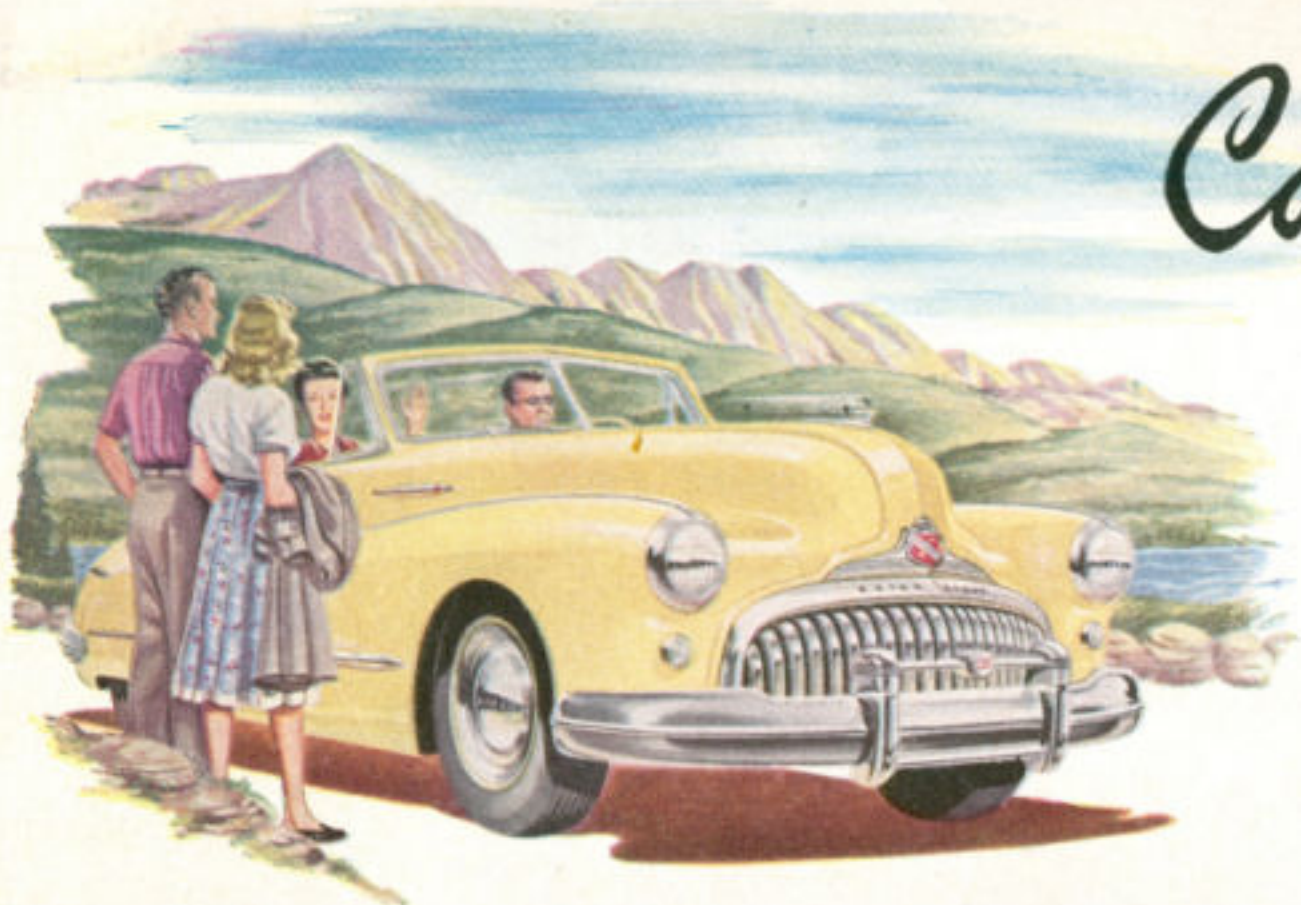


THE SPECIAL 4-DOOR SEDAN, MODEL 41. Room aplenty for six persons and easy handling mark this as a car for those who want value-plus in their automobiling.



THE SPECIAL SEDANET, MODEL 46-S, offers Coupe companionability along with Sedan seating room. As handy a car as there is on the market and almost made to order for the young married set.

Car of the Year — for years to come



This is the Buick we built to star in 1948—and to keep on starring for you for many a year to come.

This is the quick story of ten stunning new models, of cars in three series with four horsepower ratings, three wheelbases, three price classes.

It's a story that starts with beauty you recognize a long way off—the tapering fenders, gleaming finish, and low-slung look of America's most outstanding car.

It's a story that covers a score and a half of new advances, including the sensational new Dynaflo Drive that finally does away with all shifting gears, and a ride newly shielded against tiring, tensing vibrations.

Slip into these cars, and study their fresh beauty.

A stunning new steering wheel* gives a one-glance view of all instruments. The instrument panel itself is new in color scheme and is set off by smart new trim. Fabrics are fine and fresh, hardware rich, gleaming and sturdy; and for a



"JUST 24 POUNDS PRESSURE, PLEASE"—those are big, new Buick tires and, thanks to Safety-Ride rims, that's all the pressure they need. (22 lbs. Roadmaster series.)

special touch of luxury, a special custom interior is available on ROADMASTER models.

Touch off the big Fireball straight-eight, and you find it cradled to new smoothness and quiet by its radically new Hi-Poised mountings. Its pistons flash in cylinders bored with super precision. New "Flex-Fit" oil rings keep a frugal eye

*Optional equipment on the SPECIAL, standard on other series

THE SUPER'S SUPERB INTERIOR—featuring a star arrangement of fabrics, wide, deep cushions, and fittings executed as exquisitely as sterling silver.



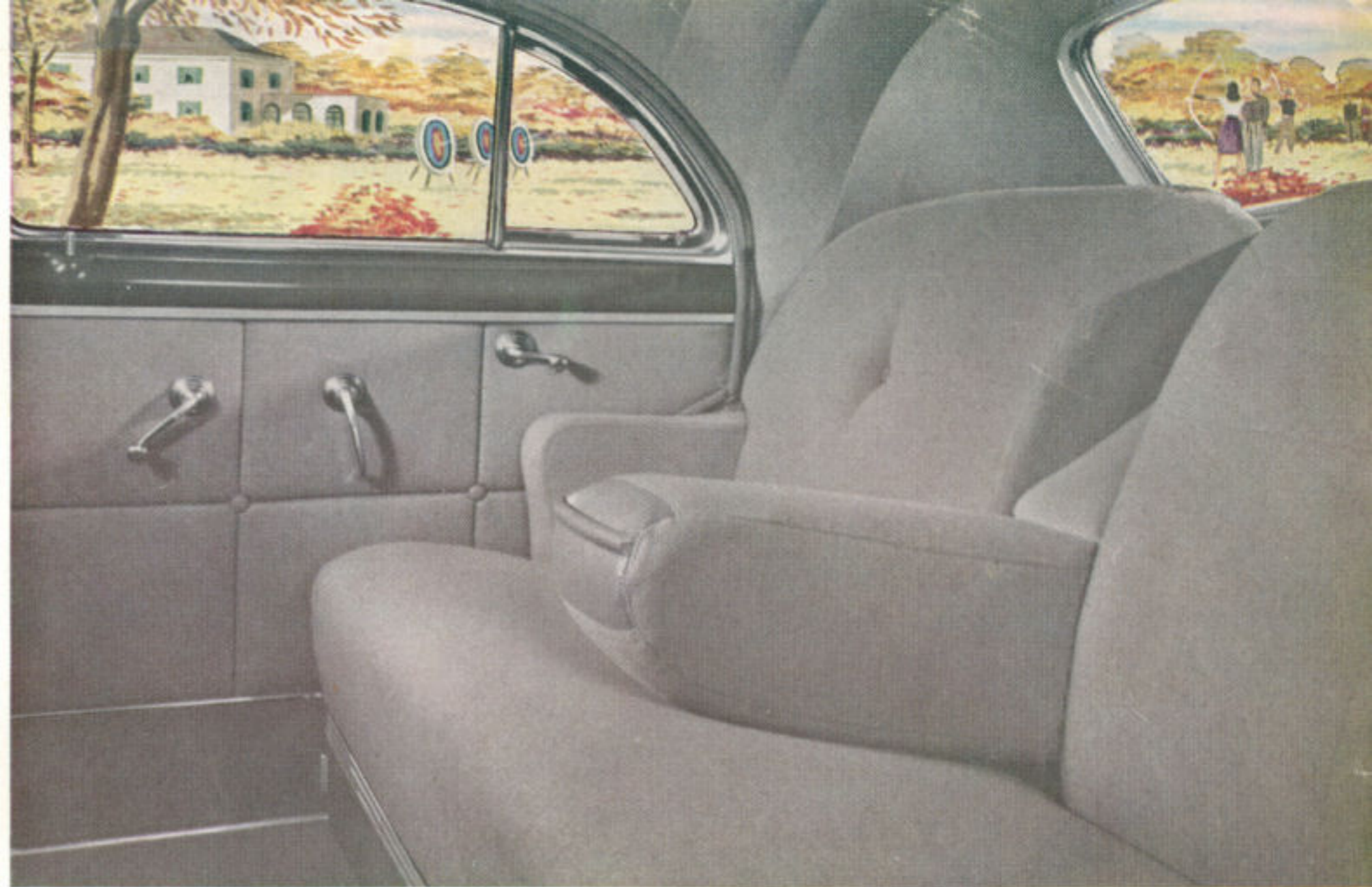
"WE HEAR PERFECTLY BACK HERE"—no need to turn up the radio at highway speeds. Buick's new Sound-Sorber top lining permits easy listening in back.

on oil consumption. An oil filter keeps engine lubricant clean.

And higher compression ratios give SUPER models a 115-horsepower rating and step up the ROADMASTER's usual 144 horsepower to 150 in Dynaflo models.

On the road, any of these beauties reveals fresh and exciting new riding comforts. In SUPER and ROADMASTER models, a new Sound-Sorber top lining soaks up most of the casual noises of travel, and promotes normal-tone conversation. And, of course, all Buicks ride with the buoyancy of four coil springs and the steadiness of full-length torque-tube drive.

In addition, wide Safety-Ride rims give Buick an extra, pillowy softness all its own. Tires of



greater cross-section and extra rim width require less air pressure. Yet superior control, traction and tire life result, thanks to these rims.

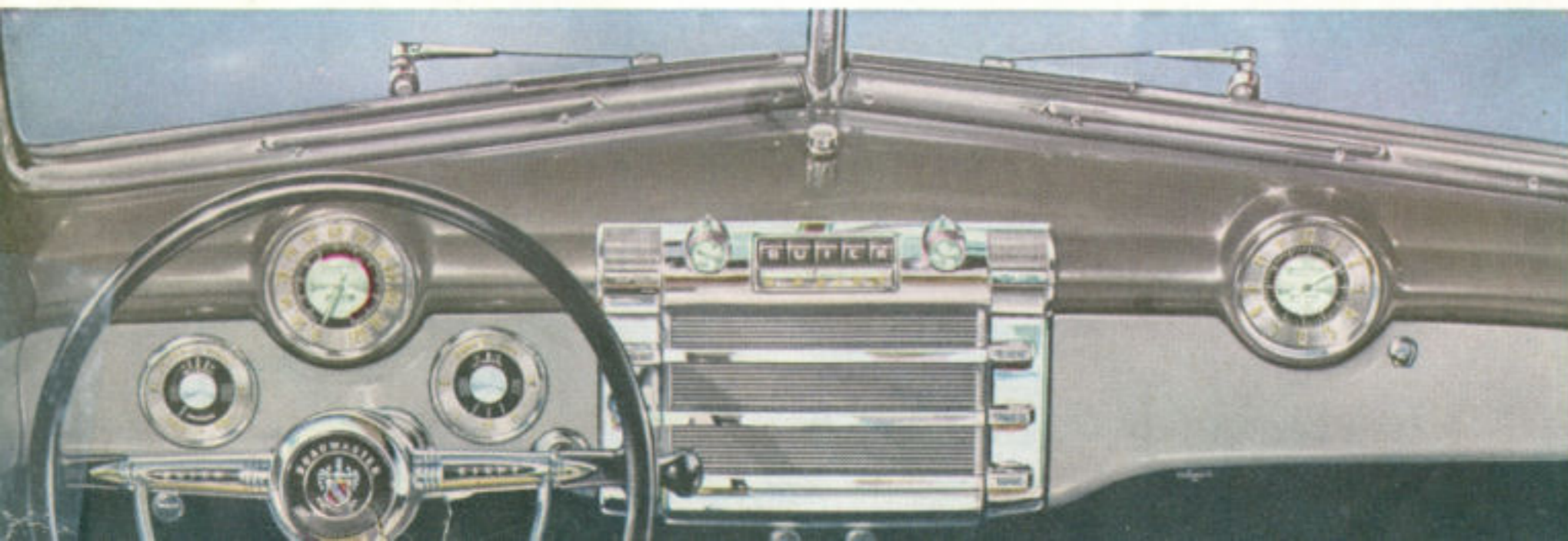
It goes without saying that all of this is

THE ROADMASTER'S RICH INTERIOR—for those who want the finest in fine car interiors, a handsomely tailored, ultra-smart, ultra-comfortable trim is available in the ROADMASTER series

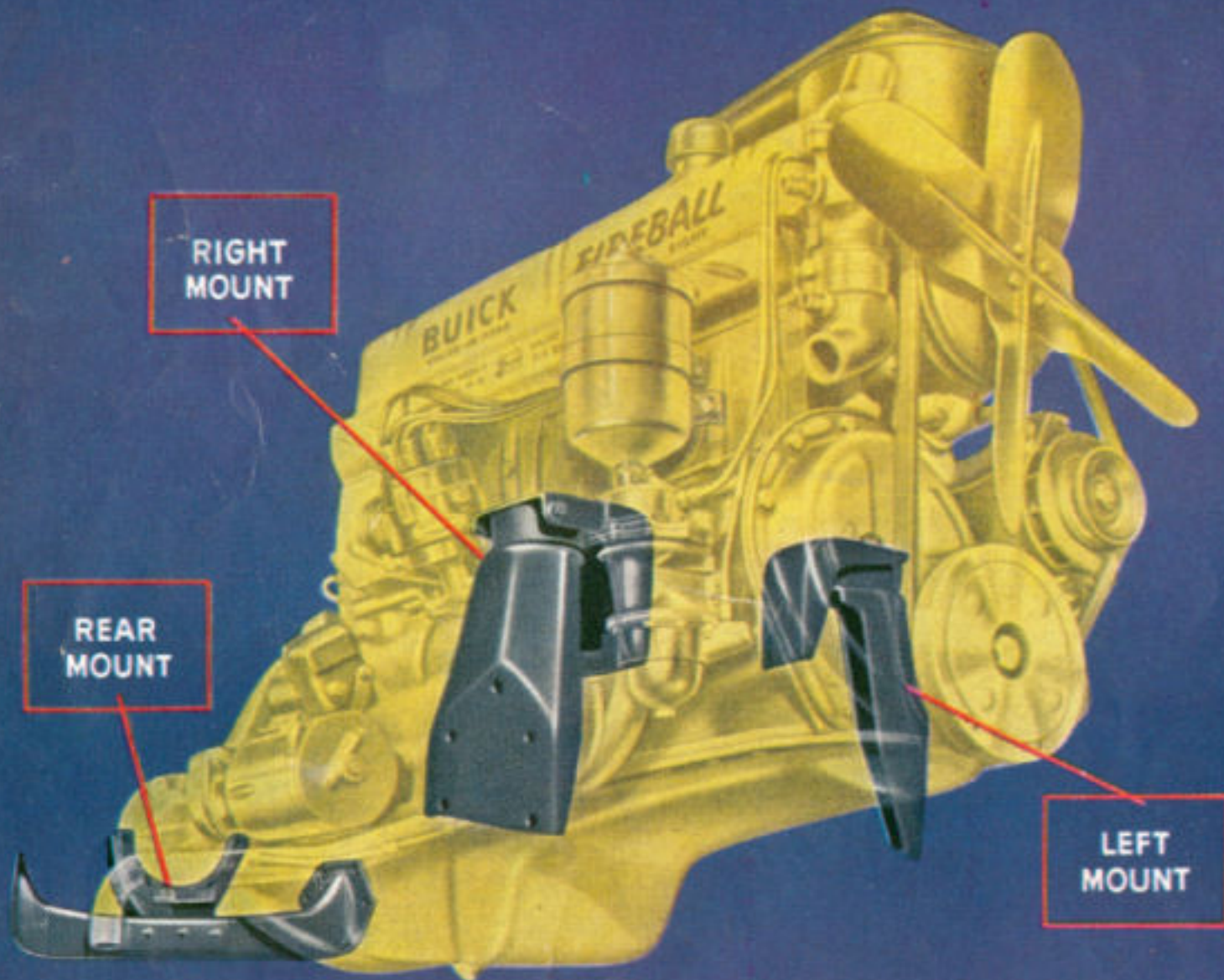
accompanied by typical Buick ruggedness and precision of manufacture. For these are new cars built in the Buick fashion, to be great not on one count alone but on all counts.

No matter which model you choose, from the trim SPECIAL Sedanet to the handsome ROADMASTER Estate Wagon, you can be sure you have the car of the year—good for many a year to come.

NEW PILOT WHEEL, NEW PILOT HOUSE—Note the smart, new Quick-Sight steering wheel, and the jewel-like look of the instruments. (The new wheel is standard on ROADMASTER and SUPER, optional on the SPECIAL. The color scheme of instruments is standard on all three.)



Buick's *big double feature for '48*



VIBRA-SHIELDED RIDE

for smooth, fatigue-free going

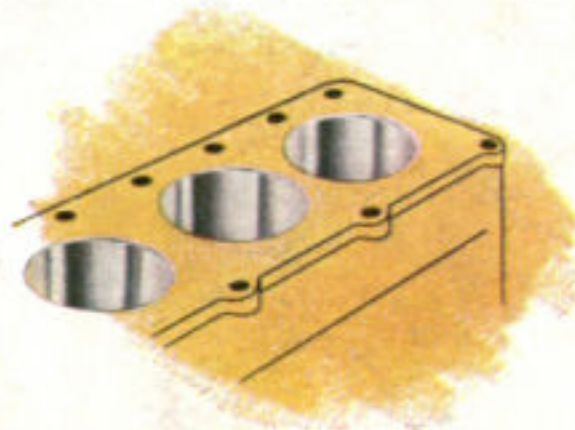
What to do about vibration has long been a problem to engineers. Until now, however, there has been no real answer to "vibration build-up"—the piling up of little vibrations on each other until they become unpleasantly noticeable.

Such little vibrations can come from the engine, the frame, the body, the road. Individually, you may not notice any one of them; the problem has been to keep them from "teaming up" until you do.

Buick's unique answer to this is a completely new method of mounting the engine. It now is suspended between two fat rubber pillows of special composition placed high and well forward, plus a third placed low and at the rear.

The placing and composition of these pads effectively control vibration frequencies. These are thus kept from getting "in tune" and becoming noticeable. Engine sensation becomes almost imperceptible. Road noise is reduced.

Thus you travel with a new freedom from tiring vibrations, enjoy a ride newly cloaked in an extra layer of velvety smoothness.



BETTER BORING— SUPER-PRECISION

New methods of boring and double honing give you super-precision cylinders—truly round, exactly dimensioned. Thus you get better cylinder efficiency, peak performance, throughout the long life of your Buick.



UP GOES THE OIL MILEAGE —"FLEX-FIT" OIL RINGS

A small thing in size—but big news in oil economy. The No. 4 ring on each piston is a strong and flexible circle of steel conforming more accurately to cylinder wall and giving better mileage for each quart of oil. The unique construction of this ring assures uniform pressure on the cylinder wall and a continuous seal that effectively controls oil consumption.

DYNAFLOW DRIVE

final good-bye to Gearshifting

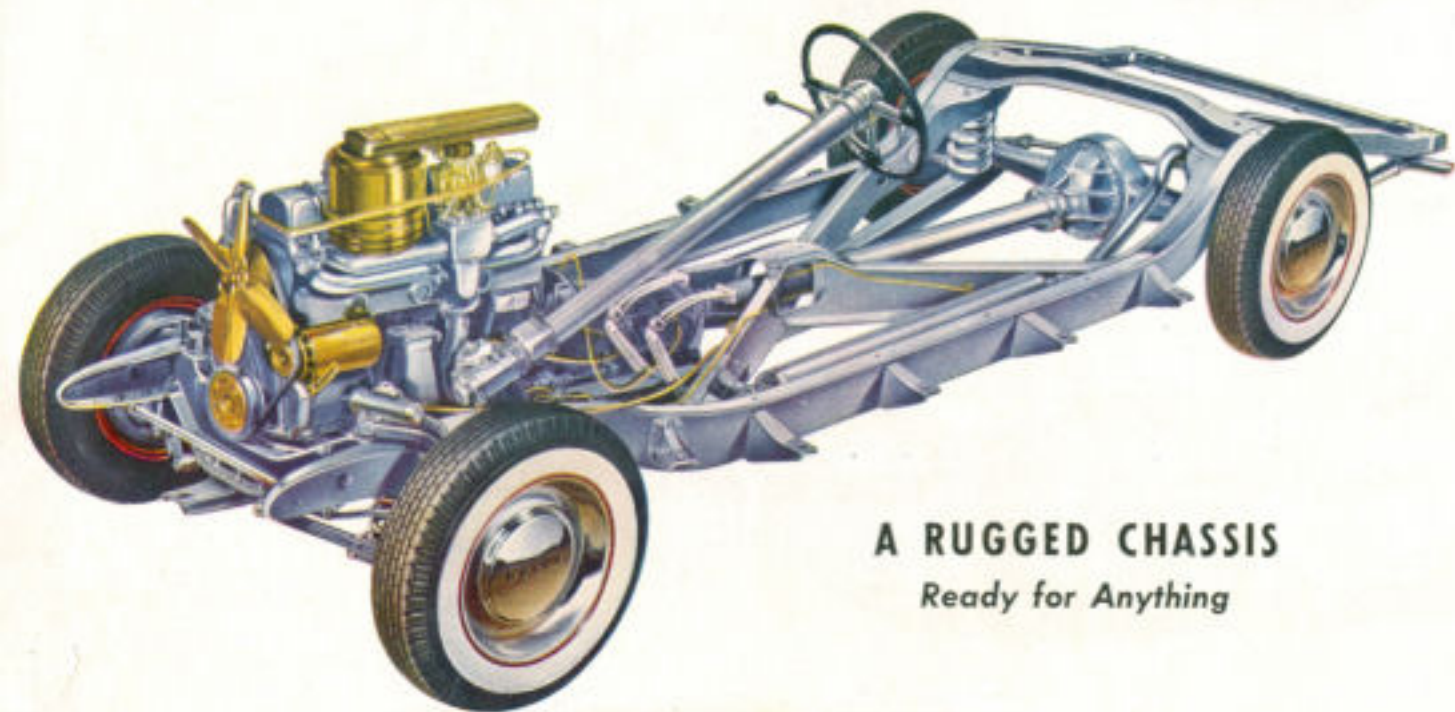
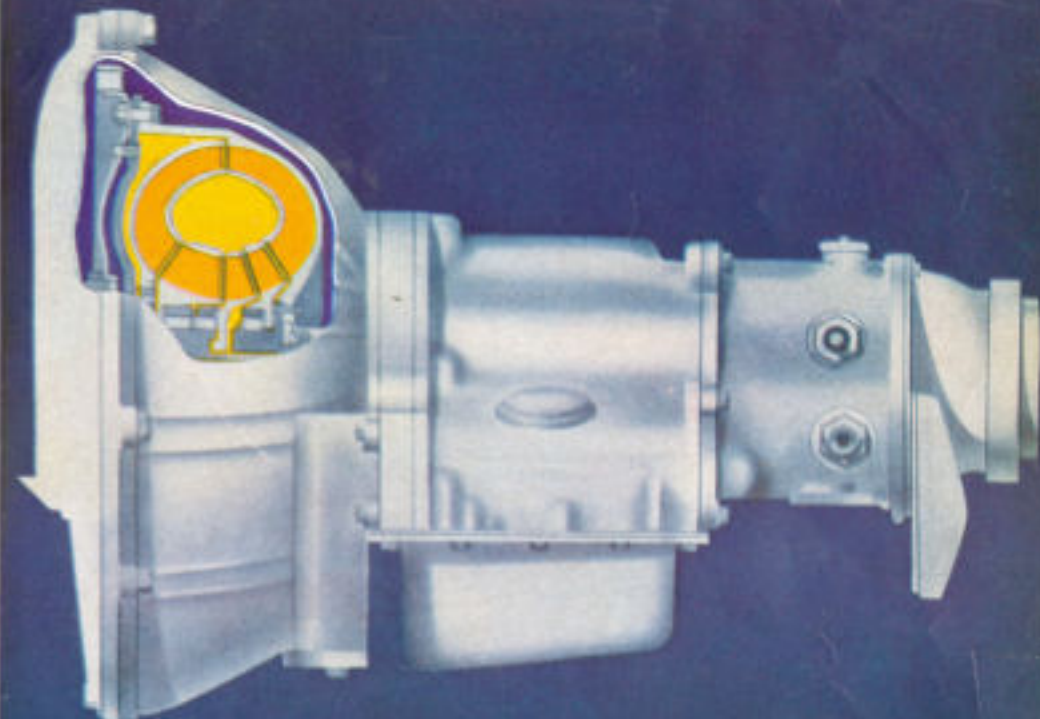
Buick's Dynaflo Drive* for the first time provides a five-part, pump-and-turbine unit, rotating in a sealed drum, and built as part of the power plant, which makes oil do what gears used to do.

Driven by the engine the pump forces oil against curved vanes of a turbine which is connected to the drive shaft. Other parts, functioning in various combinations as needed, control force and direction of the oil, thereby smoothly regulating torque output and speed.

In starting, accelerating, hill-climbing, the unit multiplies engine torque just as first and second gears used to. For cruising, it is delivered direct, as in conventional high, through a cushion of oil without multiplication. At idling speed, so little torque is transmitted that the car stands still, or can be held with a very light pressure on the footbrake. There is no clutch pedal.

You simply set a lever and step on the gas treadle. The power plant does the rest with an unbroken liquid-smooth flow of power, free of halt, lag or hesitation. And a parking position on the control lever supplies the first positive parking lock ever provided in a liquid-coupled drive.

*Optional at extra cost on Roadmaster models.



A RUGGED CHASSIS

Ready for Anything

Here is the tough, rugged chassis that's responsible for so much of Buick's sturdiness. Note well that stout X-braced frame and low center of gravity for stability. Note the torque-tube which steadies the ride, guides the rear axle accurately. Note the buoyant coil springs all around, springs that need no special care. The body rests on Silent Zone body mountings for maximum quiet. Steering is made light and sure by easy-handling Permi-Firm steering. Brakes are self-energizing—the lightest toe-touch on the pedal multiplies into pounds of pressure on each brake drum. And the Fireball engine, with its overhead valves, Fliteweight pistons, Duomatic spark advance and other features, gives maximum power and economy under all driving conditions.

SPECIFICATIONS

Special SERIES 40

BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, $3\frac{3}{8}$ x $4\frac{1}{2}$ inches. Displacement, 248.1 cubic inches. Full pressure lubrication to main, connecting rod, and camshaft bearings, and to rocker arms. Oil capacity (refill), $5\frac{1}{2}$ quarts.

FUEL SYSTEM—Thermostatic heat control, automatic choke with idle control. Intake silencer and oil bath air cleaner. Fuel strainer. Fuel tank capacity, 19 gallons.

COOLING SYSTEM—Thermostat and By-Pass Temperature Control; pressure relief valve in filler cap. Water capacity, 13 quarts. $14\frac{1}{4}$ quarts with heater.

CLUTCH AND TRANSMISSION—Crown spring, single dry-plate clutch. Facing area, 100.6 square inches. All-silent Synchro-Mesh Transmission, helical gears. Handi-shift transmission control.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. Rear axle ratio, 49 to 11. One universal joint automatically lubricated from transmission.

SUSPENSION—Independent front wheel suspension with ride stabilizer. Torque-free rear springing. All coil springs.

STEERING—Exclusive Buick Permi-Firm Steering; 24 to 1 steering ratio.

FRAME—Girder X-type frame, $6\frac{1}{2}$ x $\frac{3}{4}$ x $2\frac{3}{4}$ inches.

SHOCK ABSORBERS—Front, double-acting integral with independent suspension unit. Rear, double-acting end-to-end discharge type.

BRAKES—Four-wheel hydraulic. Buick cast brake drums. Size 12 x $1\frac{3}{4}$ inches. StepOn parking brake.

ELECTRICAL SYSTEM—Delco-Remy, two unit, 6-8 volt. Solenoid starter. Battery mounted under hood. "High-output" generator with regulator.

WHEELS AND TIRES—Broadrim, demountable steel disc wheels. Tire size, 6.50—16—4 ply.

WHEELBASE—121 inches. Overall car length, $207\frac{1}{2}$ inches.

Super SERIES 50

BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, $3\frac{3}{8}$ x $4\frac{1}{2}$ inches. Displacement, 248.1 cubic inches. Full pressure lubrication to main, connecting rod, and camshaft bearings, and to rocker arms. Oil capacity (refill), $5\frac{1}{2}$ quarts.

FUEL SYSTEM—Thermostatic heat control, automatic choke with idle control. Intake silencer and oil bath air cleaner. Fuel strainer. Fuel tank capacity, 19 gallons.

COOLING SYSTEM—Thermostat and By-Pass Temperature Control; pressure relief valve in filler cap. Water capacity, 13 quarts. $14\frac{1}{4}$ quarts with heater.

CLUTCH AND TRANSMISSION—Crown spring, single dry-plate clutch. Facing area, 100.6 square inches. All-silent Synchro-Mesh Transmission, helical gears. Handi-shift transmission control.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. Rear axle ratio, 49 to 11. One universal joint automatically lubricated from transmission.

SUSPENSION—Independent front wheel suspension with ride stabilizer. Torque-free rear springing. All coil springs.

STEERING—Exclusive Buick Permi-Firm Steering; 24 to 1 steering ratio.

FRAME—Girder X-type frame, $6\frac{1}{2}$ x $\frac{3}{4}$ x $2\frac{3}{4}$ inches.

SHOCK ABSORBERS—Front, double-acting integral with independent suspension unit. Rear, double-acting end-to-end discharge type.

BRAKES—Four-wheel hydraulic. Buick cast brake drums. Size 12 x $1\frac{3}{4}$ inches. StepOn parking brake.

ELECTRICAL SYSTEM—Delco-Remy, two unit, 6-8 volt. Solenoid starter. Battery mounted under hood. "High-output" generator with regulator.

WHEELS AND TIRES—Broadrim, demountable steel disc wheels. Tire size, 7.60—15—4 ply.

WHEELBASE—124 inches. Overall car length, $212\frac{1}{2}$ inches.

Roadmaster SERIES 70

BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, $3\frac{3}{8}$ x $4\frac{1}{2}$ inches. Displacement, 320.2 cubic inches. Full pressure lubrication to main, connecting rod, and camshaft bearings, and to rocker arms. Oil capacity (refill), 7 quarts.

FUEL SYSTEM—Thermostatic heat control, automatic choke, automatic idle control. Intake silencer and oil bath air cleaner. Fuel strainer. Fuel tank capacity, 19 gallons.

COOLING SYSTEM—Thermostat and By-Pass Temperature Control; pressure relief valve in filler cap. Water capacity, $16\frac{3}{4}$ quarts. 18 quarts with heater.

CLUTCH AND TRANSMISSION—Single dry plate clutch. Facing area, 106.8 square inches. All-silent Synchro-Mesh transmission, helical gears. Handi-shift transmission control.

DYNAFLOW DRIVE—Hydraulic torque converter with emergency low and reverse planetary gear transmission. No clutch pedal. Total oil capacity, 11 quarts.

REAR AXLE—Semi-floating rear axle with hypoid gears. Torque-tube drive. Rear axle ratio, 49 to 12. One universal joint automatically lubricated from transmission.

SUSPENSION—Independent front wheel suspension with ride stabilizer. Torque-free rear springing. All coil springs.

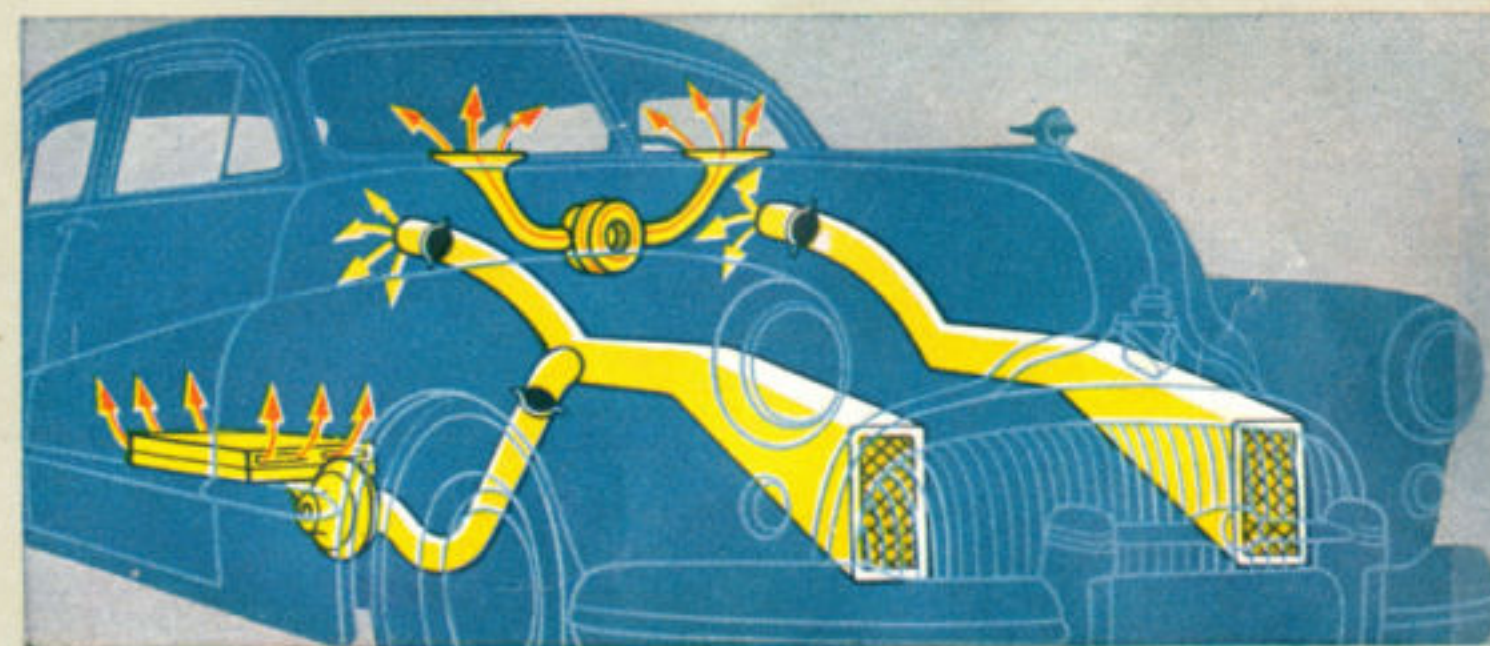
STEERING—Exclusive Buick Permi-Firm Steering; 24 to 1 steering ratio.

FRAME—Girder X-type frame, $6\frac{1}{2}$ x $\frac{3}{4}$ x $2\frac{3}{4}$ inches.

SHOCK ABSORBERS—Front, double-acting integral

Buick Motor Division, General Motors Corporation, reserves the right to make changes, at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models.

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM



JUNE IN JANUARY AND VICE VERSA

Your weather's made to order when you move along in a Buick equipped with the WeatherWarden ventilating and heating system. Big built-in tubes pick up clean, fresh air at the front of the grille. With simple controls you direct flowing air where you want it—into the driver's compartment for fresh ventilation in warm weather or into the big underseat heater in winter. The car's forward motion gives

circulation at road speed; a blower supplies forced draft at low speed or standstill. And when winter comes, a thermostat, controlled by a button on the dash, keeps temperature at any pre-set level, without your having to turn the heater on or off again.

A separate blower unit takes inside air, warms it, and directs it against the windshield for defrosting.

WORLD AT YOUR FINGER TIPS

The Buick Sonomatic Radio, especially designed to bring the world inside your Buick. Fine, near-console tone, easily adjusted push-button tuning, a volume- and a tone-control knob—all newly dressed for '48, all within easy finger reach.



BUICK MOTOR DIVISION • General Motors Corporation
FLINT 2, MICHIGAN